



CREATIVE MEDIA **FUNDAMENTALS**

FACEBOOK FUN



CMF019

INTRODUCTION

I'm thrilled to see you here, ready to dive into the world of Facebook. This class, 'Facebook Fun,' is designed to help you navigate Facebook with ease and confidence. By the end of this class, you'll be able to connect with friends, share your exciting cruise experiences, and even join groups that align with your interests.



As we sail through the beautiful waters and explore exotic destinations, it's natural to want to share these moments with our loved ones back home. And that's where Facebook comes in.

Facebook is a platform that allows you to stay connected, no matter how far you sail away. You can share photos of the stunning sunset views from the deck, check in at various ports we visit, and even chat with your friends and family in real-time.

I remember when I was on a cruise like this one a few years ago. I was able to share my journey with my friends through Facebook. I posted photos of the beautiful western Mexican waters, the delicious tacos I had, and the wonderful people I met. My friends and family felt like they were part of my journey, even though they were thousands of miles away. And that's the beauty of Facebook - it brings us closer, no matter the distance.

WHAT IS FACEBOOK?

Facebook is a popular social networking platform allowing users to connect with friends, family, and others worldwide. It provides a virtual space for users to share and exchange ideas, opinions, and experiences through posts, photos, videos, and more.

In October 2021, the company announced its new name, Meta, to reflect its expanding focus beyond social media into the realm of "metaverse." Facebook is now considered one part of the larger Meta ecosystem. The company envisions a future where people can move seamlessly between virtual experiences across various platforms and technologies.



WHY USE FACEBOOK?

Facebook offers a unique platform for staying connected and sharing life's moments, no matter where you are in the world. It's a great way to keep in touch with friends and family, meet new people, and explore communities that share your interests.

Facebook also serves as a source of news, entertainment, and a marketplace for buying and selling items. Its features, like Facebook Live and Stories, allow for real-time sharing and interaction, making it a dynamic and engaging platform.

Whether you're sharing photos from a recent trip, catching up on the latest news, or discovering content related to your hobbies, Facebook provides a diverse and interactive social experience.

A BRIEF HISTORY OF FACEBOOK

Facebook was launched on February 4, 2004, by Mark Zuckerberg and his college roommates at Harvard University. Initially, it was a platform exclusively for Harvard students, but it quickly expanded to other universities and eventually to anyone aged 13 and over.

Today, it's one of the largest social media platforms in the world, connecting billions of people and playing a significant role in digital communication and social interaction.

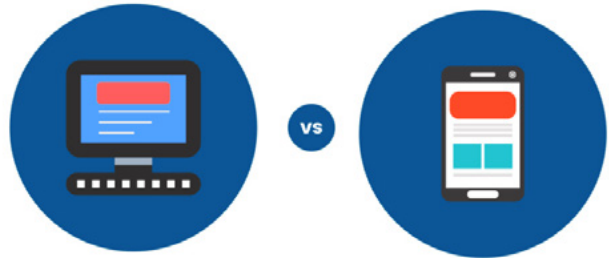
The Facebook logo, consisting of the word "facebook" in a bold, blue, lowercase sans-serif font.

FACEBOOK BASICS

DESKTOP VS. MOBILE APP

Facebook was originally a website. With the development of smart mobile devices, Facebook is now primarily used through its mobile app.

However, the desktop version is still available and has more features. The mobile version is designed for quick, on-the-go interactions, perfect for sharing updates and photos of your cruise adventure while you're out and about on the ship or exploring a port of call.



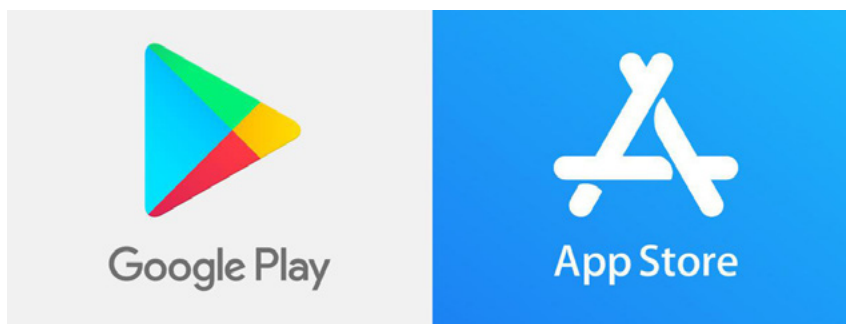
For this class, we will focus on the Mobile versions of Facebook.

HOW TO DOWNLOAD THE FACEBOOK APP

To set up a Facebook account, you must first download the App. Facebook is available on iOS and Android devices.

For iOS users, go to the App Store, search for “Instagram,” and click “Get” to download.

For Android users, go to the Google Play Store, search for “Instagram,” and click “Install” to download.

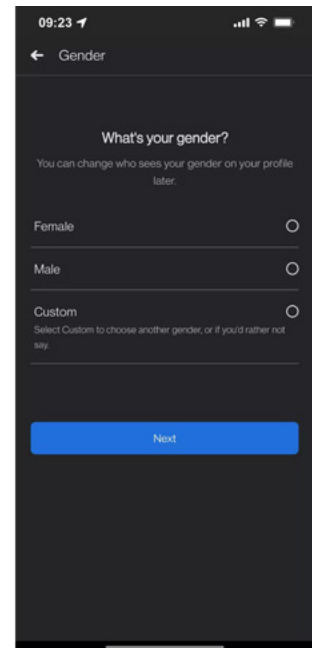
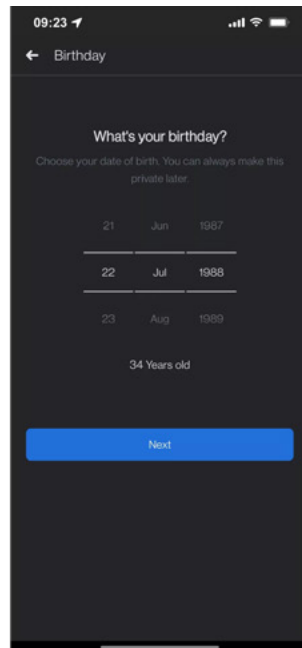
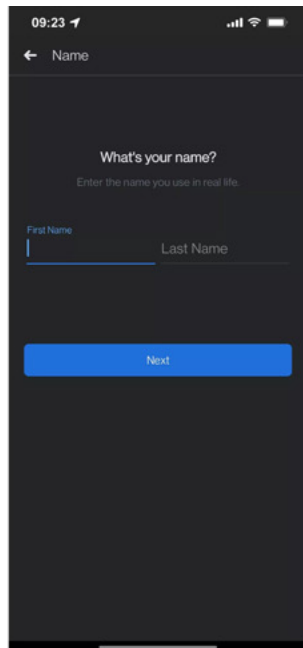
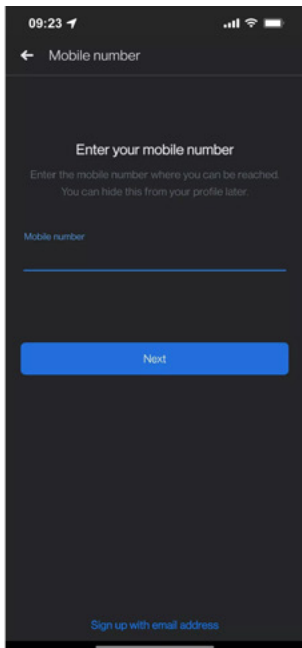
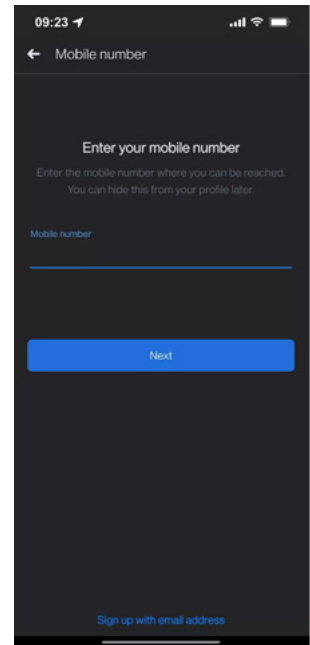


CREATING A FACEBOOK ACCOUNT

Let's start at the very beginning. If you don't already have a Facebook account, don't worry; setting one up is easy. You'll need an email address or a mobile phone number, and you'll need to create a password.

Your password should be easy for you to remember but hard for others to guess. Just like the key to your stateroom on this cruise, your password is the key to your Facebook account, so keep it safe!

After installing the Facebook app, tap "Create Account" from the main screen and follow the onscreen prompts. The questions are self-explanatory and easy to follow.



NAVIGATING THE FACEBOOK INTERFACE

Once you've set up your account, you'll land on what we call the 'Home' page.

This is where you'll see posts from your friends, pages you've liked, and groups you're a part of. It's like the main deck of our cruise ship, where all the action happens.



On the top right, you will find three icons to interact with content and people.

- 1. Add (Plus icon):** This is the “Create” button. Tapping on this icon opens up a range of options for you to create new content on Facebook. You can use it to:
 - Write a new post, upload a photo or video, go live, or create a story: Stories are photos or short videos that disappear after 24 hours.
- 2. Search (Magnifying glass icon):** This is the “Search” button. Tapping on this icon allows you to search for anything on Facebook. You can use it to:
 - Find friends by typing their name here to find them.
 - Discover pages and groups. Explore events.
 - Search for posts: If you remember seeing a post but can't find it, you can use the search bar to look for it.
- 3. Messages (Speech bubble icon):** This is the “Messenger” button. Tapping on this icon takes you to Facebook Messenger, which is Facebook's private messaging feature. You can use it to:
 - Chat with friends, and share photos and videos.
 - Make voice or video calls.

MAIN NAVIGATION

Next you will see a navigation bar 6 icons going across horizontally. Think of these as different decks on our ship, each offering a unique experience.



- 1. Home (House icon):** This is the “Home” button. Tapping on this icon takes you to your Facebook News Feed. Here, you’ll see posts from your friends, pages you’ve liked, and groups you’re a part of. It’s like the main deck of our cruise ship, where all the action happens.
- 2. Friends (Two people icon):** This is the “Friends” button. Tapping on this icon takes you to your friend requests, your list of friends, and people you may know. It’s like a social gathering on the cruise where you can meet new people and catch up with old friends.
- 3. Watch (Play button icon):** This is the “Watch” button. Tapping on this icon takes you to Facebook Watch, where you can find videos from pages you follow and recommended videos based on your interests. It’s like the onboard entertainment on our cruise, offering a variety of shows for your viewing pleasure.
- 4. Marketplace (Shop front icon):** This is the “Marketplace” button. Tapping on this icon takes you to Facebook Marketplace, where you can buy and sell items with people in your local community. It’s like the shopping area on our cruise ship or at a port of call, where you can find all sorts of goods.
- 5. Notifications (Bell icon):** This is the “Notifications” button. Tapping on this icon shows you all your recent notifications. This includes likes and comments on your posts, friend requests, and important updates. It’s like the ship’s announcement system, keeping you updated on all the important happenings.

6. Menu (Circle with your profile photo and three horizontal lines): Tapping on this icon opens up a list of additional options and settings. It's like the cruise ship's directory, guiding you to various facilities and services on board. The Menu icon is your gateway to many of Facebook's features and settings, helping you customize your Facebook experience just as you would personalize your cruise journey.

These icons provide quick access to the main features of Facebook, helping you navigate the platform just as the ship's captain navigates our cruise ship.

“WHAT'S ON YOUR MIND?”

Below the Navigation bar, you will see the “What's in your mind” box.



What's on your mind?



What's on your mind? (Text box at the top of your News Feed): This is the status update box. Tapping on this box allows you to share what you're thinking or feeling, post photos or videos, check in at a location, or create a poll, among other things. It's like the cruise ship's stage or open mic night, where you get to share your thoughts and experiences with everyone.

- **Status Update:** You can type in a message to let your friends know what you're up to. For example, “Enjoying the beautiful sunset from the cruise deck!”
- **Photo/Video:** You can upload photos or videos from your device. This is perfect for sharing snapshots of your cruise adventure.
- **Check In:** You can share your location with your friends. For instance, you can check in at a port of call you're visiting during the cruise.
- **Feeling/Activity:** You can share what you're feeling or what you're doing. For example, “Feeling excited about the upcoming island tour!”
- **More Options:** From here, you can also start a live video, support a nonprofit, or mark a life event.

FACEBOOK STORIES

Facebook Stories are short photo or video updates that appear at the top of your News Feed and disappear after 24 hours. They're a fun and casual way to share moments from your day with your friends.

FACEBOOK STORIES VS INSTAGRAM STORIES:

Facebook Stories and Instagram Stories have similar features on two different platforms. Both allow you to share short photos or video updates that disappear after 24 hours. They both offer a range of creative tools like text, stickers, and effects.

They offer a fun and casual way to share moments from your day, like your experiences on the cruise. The best one to use depends on where your audience is and which platform's features you prefer.

5 FUN THINGS YOU CAN DO WITH FACEBOOK

ADD FRIENDS

As we sail through these beautiful waters, we're discovering new places and making new friends. And what better way to keep these newfound friendships alive beyond the cruise than by connecting on Facebook?

Adding friends on Facebook is like inviting them to a grand party on our virtual cruise ship. It allows you to stay in touch, share experiences, and create memories together, no matter where your journeys take you next. So, let's dive in and learn how to add friends on Facebook!

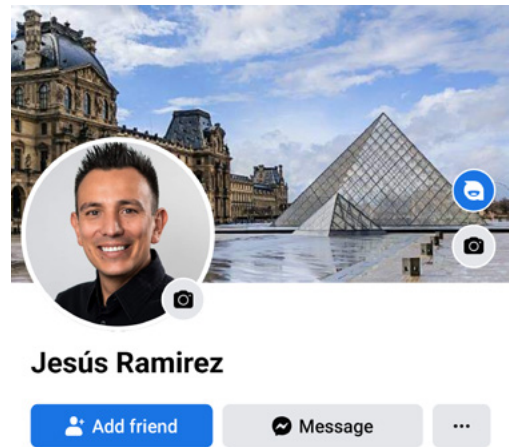
- 1. Open the Facebook app:** Tap on the Facebook app on your device to open it. You'll land on your News Feed, the heart of your Facebook journey.
- 2. Go to the Search bar:** At the top of the screen, you'll see a magnifying glass icon for Search. Tap on it.

3. Enter your friend's name: Type the person's name into the search bar. As you type, Facebook will suggest matches below the search bar.

4. Select your friend's profile: Tap on the name of your friend from the search results to go to their profile.

5. Send a friend request: On their profile, you'll see a blue "Add Friend" button. Tap on it to send a friend request.

6. Wait for them to accept: Your friend will receive your request and can choose to accept it. Once they do, they'll be added to your friends list, and you'll be able to see their posts in your News Feed and communicate with them on Facebook Messenger.



SHARE PHOTOS/VIDEOS

As we cruise through these stunning landscapes, we're capturing memories that will last a lifetime. And what's a better way to cherish these moments than by sharing them with our friends and family on Facebook?

Sharing photos and videos on Facebook is like sending digital postcards from our journey, allowing our loved ones to be a part of our adventure.

And guess what? We can even organize these memories into albums, just like a digital scrapbook of our cruise. Let's set sail and learn how to share photos, videos, and create albums on Facebook!

1. Open the Facebook app: Tap on the Facebook app on your device to open it. You'll be greeted by your News Feed, the bustling hub of Facebook.

2. Tap the 'Add' button: At the top of your screen, you'll see an 'Add' button (the plus icon). Tap on it to open a menu of content you can create.

3. **Select 'Photo/Video':** From the menu, tap on 'Photo/Video'. This will open your device's photo gallery.
4. **Choose your photos or videos:** Browse your gallery and select the photos or videos you want to share. You can choose multiple photos or videos if you want. These could be the beautiful shots you've taken on the cruise.
5. **Tap 'Next':** Once you've selected your photos or videos, tap 'Next' at the top right of the screen.
6. **Create an Album (Optional):** If you want to organize your photos into an album, tap on 'Create Album' at the top of the screen. You can name the album something like "My Amazing Cruise Adventure".
7. **Add a caption:** You can write a caption for your photos or videos. This could be a fun comment, a description of the photo, or even a quote. For example, "Sailing into the sunset on the Caribbean Sea!"
8. **Choose who can see your post:** Below your caption, you can choose who can see your post. You can share it with everyone, just your friends, or even a select group of friends.
9. **Tap 'Post':** Once you're happy with your photos, videos, and caption, tap 'Post' at the top right of the screen to publish it to your feed.

And there you go! You've just shared a piece of your cruise adventure with your friends on Facebook.

Whether it's a stunning sunset, a beautiful beach, or a fun on-board activity, you're bringing your friends along for the ride.

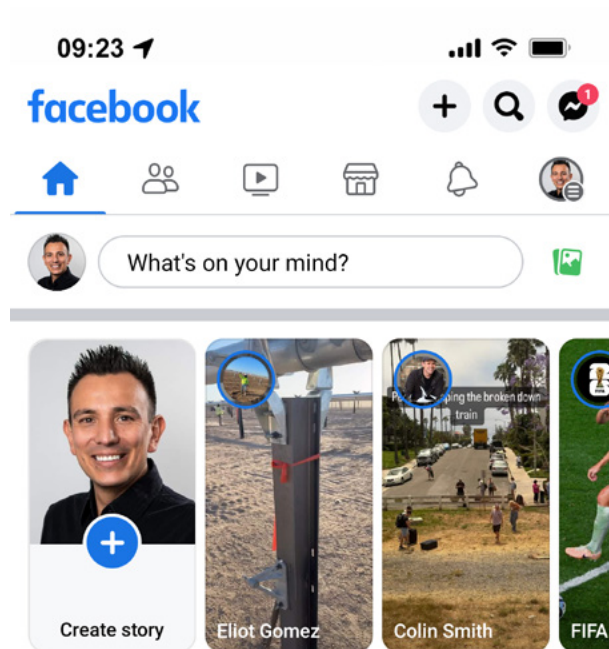
SHARE STORIES

As we navigate through this exciting cruise, every moment is a story waiting to be told. And what better way to share these fleeting moments than with Facebook Stories?

Posting a Facebook Story is like sending a message in a bottle from our ship, a snapshot of our journey that lasts for 24 hours.

It's perfect for sharing those spontaneous moments of joy, wonder, and adventure.

Open the Facebook app: Tap on the Facebook app on your device to open it. Your News Feed, the bustling hub of Facebook, will welcome you.



1. Tap 'Your Story': At the top of your News Feed, you'll see 'Create Story'. Tap on it to create a new story.
2. Choose your content: You can choose to take a new photo or video by pressing the round button at the bottom of the screen or select one from your gallery by tapping on the gallery icon at the bottom left of the screen. Capture or select a moment from your cruise that you want to share.
3. Add effects (Optional): You can add text, stickers, and effects to your photo or video to make it more fun and engaging. For example, you could add a sticker that says "On a Cruise" or use an effect to add a tropical frame to your beach photo.
4. Tap 'Next': Once you're happy with your photo or video, tap 'Next' at the bottom right of the screen.

5. Choose who can see your story: You can choose to share your story with all your friends or select who can see it. You can also choose to share it as a post on your News Feed.
6. Tap 'Share': Once you've chosen your audience, tap 'Share to Story' at the bottom of the screen.

And voila! You've just shared a glimpse of your cruise adventure with your friends through a Facebook Story.

Remember, your story will disappear after 24 hours, making it a special snapshot of your journey.

FACEBOOK LIVE

As we journey through this magnificent cruise, there are moments that are simply too good to keep to ourselves. And that's where Facebook Live comes in.

Going live on Facebook is like broadcasting a TV show directly from our ship, allowing our friends and family to join us in real time as we experience the wonders of our voyage.

- 1. Open the Facebook app:** Tap on the Facebook app on your device to open it. Your News Feed, the bustling hub of Facebook, will welcome you.
- 2. Tap the 'Add' button:** At the top of your screen, you'll see an 'Add' button (the plus icon). Tap on it to open a menu of content you can create.
- 3. Select 'Live Video':** From the menu, tap on 'Live Video'. This will open the live video screen.
- 4. Choose your privacy setting:** Before you start broadcasting, you can choose who can see your live video. You can share it with everyone, just your friends, or even a select group of friends.

5. **Add a description:** You can write a description for your live video. This could be a brief summary of what you'll be showing, like "Join me for a live tour of the cruise ship!"
6. **Start your live video:** Once you're ready to start broadcasting, tap the 'Start Live Video' button. You're now live and your friends can watch and interact with your broadcast in real time.
7. **Interact with viewers:** While you're live, you can see and respond to comments from your viewers. It's a great way to engage with your friends and make them feel like they're part of your cruise adventure.
8. **End your live video:** Once you're done with your broadcast, tap the 'Finish' button. You'll then have the option to save the video to your camera roll or post it on your timeline so that those who missed it can watch it later.

And there you have it! You've just shared a live broadcast of your cruise adventure with your friends on Facebook.

Whether it's a tour of the ship, a beautiful sunset, or a fun event, you're bringing your friends along for the ride in real time.

FACEBOOK GROUPS

As we sail through this incredible cruise, we're not just exploring new destinations, but also discovering new interests and communities. And that's where Facebook Groups come in.



Groups

Joining a Facebook Group is like joining a club on our cruise ship, a place where people with shared interests come together to discuss, share, and connect.

Whether it's a group for cruise enthusiasts, travel photography, or gourmet food lovers, there's a community waiting for you. So, let's learn how to find and join Facebook Groups!

1. Open the Facebook app: Tap on the Facebook app on your device to open it. Your News Feed, the bustling hub of Facebook, will welcome you.
2. Tap the 'Menu' button: At the top of your screen, you'll see a 'Menu' button (the three horizontal lines icon). Tap on it to open a list of additional options.
3. Select 'Groups': From the menu, tap on 'Groups'. This will take you to the Groups Discovery Page.
4. Browse or Search for Groups: You can browse through the suggested groups based on your interests, or you can use the search bar at the top to find a specific group. For instance, you could search for "Cruise Lovers" or "Travel Photography".
5. Select a Group: Tap on a group that interests you to learn more about it. You'll be able to see the group's description, rules, and posts. This is like visiting a club meeting on the cruise ship to see if it's a good fit for you.
6. Join the Group: If you find a group you'd like to be a part of, tap the 'Join' button. Some groups may ask you to answer a few questions to ensure you're a good fit for the group.
7. Wait for Approval: Most groups are managed by one or more administrators who will review your request to join. Once they approve your request, you'll be a member of the group and can start participating.
8. And there you have it! You've just embarked on a new journey by joining a Facebook Group. It's a great way to connect with like-minded individuals and share your cruise experiences.

FACEBOOK MESSENGER

As we embark on this exciting cruise journey, maintaining connections with our friends and loved ones becomes even more vital. This is where Facebook Messenger shines. Think of Messenger as our ship's dedicated communication line, enabling you to send messages, share photos, and even make video calls to your friends, regardless of their location.



The beauty of Messenger is that it's a standalone app, separate from the main Facebook app. This design allows for a focused, streamlined experience dedicated solely to communication. You can quickly access your messages, enjoy faster load times, and use the app without the potential distractions of the Facebook News Feed.

Whether you're sharing updates from the deck or sending photos from a shore excursion, Messenger ensures you stay connected.

Let's dive in and learn how to navigate the waters of Facebook Messenger!

- 1. Download the Messenger app:** If you haven't already, download the Facebook Messenger app from your device's app store. It's a standalone app, which means you can use it without having to open the main Facebook app.
- 2. Open the Messenger app:** Tap on the Messenger app on your device to open it. If you're already logged into Facebook on your device, it should automatically log you into Messenger.
- 3. Start a new message:** Tap the 'Compose' button (the pencil and paper icon) at the top right of the screen to start a new message.
- 4. Select a friend:** Type the name of the friend you want to message into the search bar at the top of the screen. When their name appears in the list below, tap on it to select them.

5. **Write your message:** Tap the 'Type a message...' box at the bottom of the screen to write your message. This could be a quick update about your cruise, a photo of the view from the ship, or even a video message.
6. **Send your message:** Once you're happy with your message, tap the 'Send' button (the paper plane icon) to the right of the message box.
7. **Make a voice or video call (Optional):** You can also use Messenger to make voice or video calls. Just open a conversation with the friend you want to call, and then tap the phone icon for a voice call or the video camera icon for a video call.

And there you have it! You've just learned how to use Facebook Messenger to stay connected with your friends during your cruise.

Whether you're sharing updates, photos, or making calls, Messenger is your direct line to your friends.

PRIVACY AND SAFETY

BLOCKING AND REPORTING USERS

Blocking and reporting users on Facebook is like having a personal security team on your cruise. Just as you would report any inappropriate behavior on your cruise to the ship's security, Instagram gives you the tools to deal with any unwanted interactions or behavior on the platform.

Blocking a user is like closing the door to your stateroom - it prevents a specific user from viewing your profile, posts, and stories, and they won't be able to find you using Facebook's search function. This can be useful if you encounter someone who is bothering you or posting content that you don't want to see.

Reporting a user or a specific post is like reporting an issue to the cruise management. If you come across content that violates Instagram’s community guidelines – such as spam, harassment, or inappropriate content – you can report it to Facebook. They’ll review the report and take appropriate action, which can include removing the content or suspending the user’s account.

Here’s how you can block and report users or content on Facebook:

TO BLOCK A USER:

- 1. Go to the User’s Profile:** Tap on the username of the person you want to block to go to their profile.
- 2. Open the Options Menu:** Tap the three dots at the top right of their profile.
- 3. Block the User:** Tap ‘Block’ in the menu that appears. The user will now be blocked and won’t be able to see your profile or posts.

TO REPORT A USER OR A POST:

- 1. Go to the User’s Profile or the Specific Post:** If you want to report a user, go to their profile. If you want to report a specific post, open that post.
- 2. Open the Options Menu:** Tap the three dots at the top right of the profile or post.
- 3. Report the User or Post:** Tap ‘Report’. You’ll be asked to provide more information about why you’re reporting the user or post. Once you’ve done that, tap ‘Submit’ to send the report to Instagram.

Remember, Facebook is meant to be a positive and enjoyable space, just like your cruise. If you encounter any issues, don’t hesitate to use the tools available to you to ensure your experience remains pleasant and safe.

STAY SAFE ON FACEBOOK!

Navigating Facebook safely is much like ensuring a safe and enjoyable cruise journey. Just as you would take precautions while traveling, it's important to be mindful of your interactions on Facebook, especially with strangers or unfamiliar accounts.

Interacting with Strangers: Just as you might meet new people on a cruise, you might encounter new people on Facebook. While this can be a great way to make new friends and share experiences, it's important to be cautious.

If a stranger sends you a message or a friend request, take a moment to check their profile. If it seems suspicious or makes you uncomfortable, it's perfectly okay to ignore the request or block the user. Remember, your safety comes first.

Avoiding Scams: Unfortunately, just as there might be pickpockets in a busy tourist spot, there can be scams on Facebook. These might appear as messages or comments promising prizes, money, or incredible deals. They might ask you to click on a link, share personal information, or send money.

Remember, if something seems too good to be true, it probably is. Never share personal or financial information on Instagram, and always be wary of unsolicited offers or requests.

Things to Watch Out For: Be mindful of the information you share on Facebook. Just as you wouldn't announce to the entire cruise ship when your stateroom is going to be empty, avoid sharing sensitive information like your home address, current location, or other sensitive information on Facebook.

Also, be cautious of any suspicious links in profiles, messages, or comments. These could lead to websites designed to steal your information.